

Marketing Ethanol

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Alternative Fuel Vehicles
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GM promotes the use of E85



- GM is the largest producer of E85 Flexible Fuel Vehicles
- · GM believes E85 "makes sense"
 - Addresses greenhouse gases
 - Addresses energy security concerns

GM offers Flex Fuel Vehicles



- · Chevrolet Silverado / GMC Sierra
 - Special Equipment Option
- Chevrolet Tahoe / Suburban / GMC Yukon / Yukon XL
 - Standard with 5300 Vortec engine

GM / NEVC E85 Partnership



Objectives

- Increase consumer and dealer awareness of the benefits of ethanol
- · Increase the use of E85 in the areas targeted by the program

E85 Marketing Strategy



- Execute a direct mail campaign in six states ripe for E85 market development
 - Leverage infrastructure and existing consumer knowledge
- Target customers within 10 miles of an E85 station
 - · 2002 and 2003 MY GM E85 owners
 - · 2004MY owners during the program period

Implementation

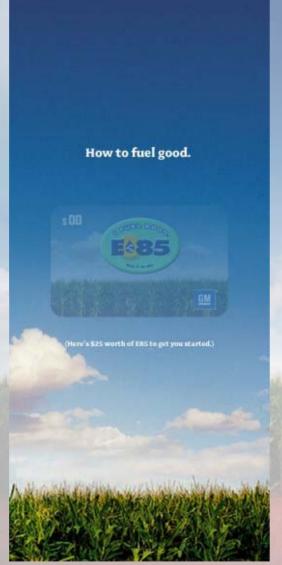


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- ·E85 Debit Card
- ·E85 Window Sticker





·Informational Brochure

·What is E85?

·Refueling Map



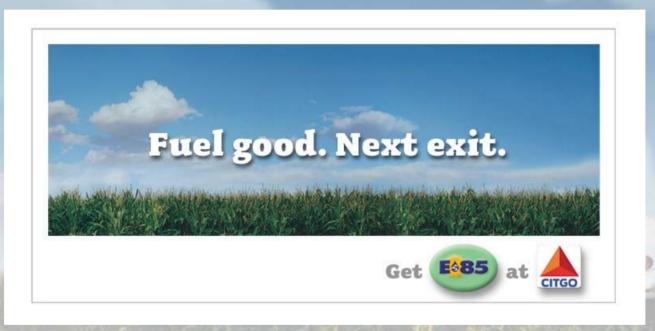


"Tell the word how you fuel." T-shirt









·Possible Billboard Campaign

Conclusion



- ·E85 will continue to be an important part of GM's Alternative Fuel portfolio
 - ·Bridge to a hydrogen economy
 - ·Satisfies fleet EPAct requirements
 - ·Drives additional fleet sales